

<b>Notice of References Cited</b>	Application/Control No.	Applicant(s)/Patent Under Reexamination	
	09/971,143	GATHMAN ET AL.	
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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	B	US-2002/0047861	04-2002	LaBrie et al.	345/733
	C	US-2002/0063799	05-2002	Ortiz et al.	348/559
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**NON-PATENT DOCUMENTS**

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	U	Press Release, Wireless Dimensions Corporation Adds to Mobile-Venue Suite, <a href="http://www.wirelessdimensions.net">www.wirelessdimensions.net</a> , July 26, 2000, printed March 3, 2004.
	V	Charles Waltner, CRM: The New Game in Town for Professional Sports, <a href="http://Informationweek.com">Informationweek.com</a> , August 28, 2000.
	W	Alexander F. Grau, Where Have You Gone, Joe DiMaggio? And Where are the Stadiums You Played In?, Journal of Science, Technology & International Affairs, Vol. 1, 2000.
	X	Debbie Thorne, et al., The Impact of Sports Marketing Relationships and Antitrust issues in the United States, Journal of Public Policy & Marketing, Vol. 20, Iss. 1, Spring 2001, pg. 73.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

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	U	Provisional Application 60/243561.
	V	Provisional Application 60/213462.
	W	Provisional Application 045768.
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